

## PROMOTION FORMULAS

PACKS: BUY 2 GET 1 FREE					
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u>Billing Per SKU (@40 Units)</u>	<u>#Offers Per Display</u>	<u>(@40/SKU) #/SKUs Per 6M Case</u>	<u>#Offers Per 6M Case</u>
#Retail Accts x 2 (B1G1F) / 30 (6M Case) = Amount Per Brand Style	40 Sleeves	8 Cartons	40	3.75	150
PACKS: BUY 2 GET 2 FREE					
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u>Billing Per SKU (@20 Units)</u>	<u>#Offers Per Display</u>	<u>(@20/SKU) #/SKUs Per 6M Case</u>	<u>#Offers Per 6M Case</u>
#Retail Accts x 4(Ctns) / 15 (B1G1F 6M Ctns) = Amount Per Brand Style	20 Sleeves	4 Cartons	20	3.75	75
PACKS: BUY 3 GET 3 FREE					
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u>Billing Per SKU (@20 Units)</u>	<u>#Offers Per Display</u>	<u>(@20/SKU) #/SKUs Per 6M Case</u>	<u>#Offers Per 6M Case</u>
#Retail Accts x 6(Ctns) / 15 (B1G1F 6M Ctns) = Amount Per Brand Style	20 Sleeves	6 Cartons	60	2.5	150
CARTONS: BUY 1 GET 5 PKS FREE					
GRATIS PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u>#/ Cartons Per Display</u>	<u>#Offers Per Display</u>		
	60 5-Ctn Sleeves	60 Cartons	600		
CARTONS: BUY 2 GET 1 FREE					
GRATIS PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u>#/Ctns Per Floorbase Display</u>	<u>#Offers Per Display</u>		
	60 3-Ctn Sleeves	90 Cartons	900		

## PROMOTION FORMULAS

PREMIUMS: 2-PACK PURCHASE					
PRODUCT ORDERING FORMULA (Two Brand Styles) (One (1) Display/SKU Per Account)	<u>#/Premiums</u> <u>Per SKU</u>	<u>Billing Per</u> <u>SKU (@20</u> <u>Units)</u>	<u>#/Offers Per</u> <u>Display</u>	<u>(@20/SKU)</u> <u>#/SKUs Per 6M</u> <u>Case</u>	<u>#/Offers Per</u> <u>6M Case</u>
#/Retail Accts x 2 (Ctns) / 30 (Ctns 6M) = Amount Per Brand Style	20 Premiums	4 Cartons	20	7.5	150
PREMIUMS: 3-PACK PURCHASE					
PRODUCT ORDERING FORMULA (Two Brand Styles) (One (1) Display/SKU Per Account)	<u>#/Premiums</u> <u>Per SKU</u>	<u>Billing Per</u> <u>SKU (@20</u> <u>Units)</u>	<u>#/Offers Per</u> <u>Display</u>	<u>(@20/SKU)</u> <u>#/SKUs Per 6M</u> <u>Case</u>	<u>#/Offers Per</u> <u>6M Case</u>
#/Retail Accts x 3 (Ctns) / 30 (Ctns 6M) = Amount Per Brand Style	20 Premiums	6 Cartons	20	5	100
COLLECTOR PACK PROMOTIONS					
PRODUCT ORDERING FORMULA COUNTER DISPLAYS (5 Brand Styles: One Display @ Acct)	<u>#/50PK Ctr</u> <u>Displays Per</u> <u>SKU</u>	<u>Billing Per</u> <u>SKU (@50</u> <u>Units)</u>	<u>#/Offers Per</u> <u>Display</u>	<u>(@1/SKU)</u> <u>#/SKUs Per 6M</u> <u>Case</u>	<u>#/Offers Per</u> <u>6M Case</u>
#/Retail Accts / 30 (6M Case) = Amount Per Brand Style	1 Counter Display	5 Cartons	50	6	300
PRODUCT ORDERING FORMULA COUNTER DISPLAYS (4 Brand Styles: One Display @ Acct)	<u>#/40PK Ctr</u> <u>Displays Per</u> <u>SKU</u>	<u>Billing Per</u> <u>SKU (@40</u> <u>Units)</u>	<u>#/Offers Per</u> <u>Display</u>	<u>(@1/SKU)</u> <u>#/SKUs Per 6M</u> <u>Case</u>	<u>#/Offers Per</u> <u>6M Case</u>
#/Retail Accts / 30 (6M Case) = Amount Per Brand Style	3 Counter Displays	4 Cartons	40	7.5	300
DPC (Distributor Promotion Coverage): BUY 1 GET 1 FREE					
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#/Displays Per</u> <u>SKU</u>	<u>Billing Per</u> <u>SKU (@ 20</u> <u>Units)</u>	<u>#/Offers Per</u> <u>Display</u>	<u>(@1/SKU)</u> <u>#/SKUs Per 6M</u> <u>Case</u>	<u>#/Offers Per</u> <u>6M Case</u>
#/Retail Accts x 2 (B1G1F) / 30 (6M Case) = Amount Per Brand Style	5	2 Cartons	20	7.5	150